

Lauren Flaumenhaft - Career Overlook

As I understand, over my time working in the industry, this is how I would divide how I've spent that time working with each specialty:

- Direct to Consumer (DTC): ~30% (.77 years)
- Health Care Provider (HCP): ~64% (1.67 years)
- MedComm: ~6% (.17 years)

I've worked with a wide variety of therapeutic categories, including, but not limited to, the following:

- Rare blood disorders and cancers, such as DIPG, ovarian cancer, testicular cancer, sickle cell disease, somatostatin receptor-positive gastroenteropancreatic neuroendocrine tumors (GEP-NETs), and immune thrombocytopenia (ITP)
- Other health matters such as HIV (PrEP), respiratory syncytial virus (RSV), accountability with alcohol consumption, and many more
- Female sexual health and wellness, including reproduction

I have worked with multiple clients and/or brands within the industry, including Pfizer (launch brand to come & RSV), Novartis (with brands Promacta, Lutathera, and Adakveo), Sanofi, Viiv, and vorvida.

I've worked on approximately seven videos (six on HCP and one on DTC) and one new indication change launch to successful completion.